

CLAIMS

1. A windowed mailer postcard intermediate, comprising
a substantially quadrate sheet of material having a first face and a second face,
first and second longitudinally extending sides and first and second transversely
extending end edges;
said sheet is divided into first and second substantially quadrate sections by a fold
line extending substantially medially of said sheet and substantially parallel to said end
edges, each of said first and second sections having top and bottom edges and first and
second longitudinally extending sides and each of said first and second sections having a
central portion and an edge portion; and
one of said first and second sections is provided with a window cutout that is
positioned closer to one of said top and bottom edges and spaced inwardly from said one
of said edges.
2. A windowed mailer postcard intermediate as recited in claim 1, wherein at
least one of said first and second sections is provided with a line of weakness extending
substantially parallel to said bottom edge and spaced inwardly therefrom and running
perpendicularly to said longitudinally extending sides.
3. A windowed mailer postcard intermediate as recited in claim 1, wherein
each of said first and second sections is provided with a line of weakness extending
substantially parallel to said bottom edge and spaced inwardly therefrom and running
perpendicularly to said longitudinally extending sides.
4. A windowed mailer postcard intermediate as recited in claim 1, wherein
one of said first and second faces receives indicia.
5. A windowed mailer postcard intermediate as recited in claim 1, wherein
address information is printed on one of said first and second sections such that when

said first and second sections are folded about said fold line, said address information is visible through said window.

6. A windowed mailer postcard intermediate as recited in claim 1, wherein said window cutout is provided with a glassine patch that covers said window cutout.

7. A windowed mailer postcard intermediate as recited in claim 1, wherein an adhesive pattern is provided along at least one of the bottom edges of said first and second sections.

8. A windowed mailer postcard intermediate as recited in claim 7, wherein said adhesive pattern is provided along each of said bottom edges of said first and second sections.

9. A windowed mailer postcard intermediate as recited in claim 8, wherein said adhesive pattern is mating cohesive pattern that forms a bond upon application of pressure to seal the patterns to one another.

10. A windowed mailer postcard intermediate as recited in claim 5, wherein said address information is provided on a removable label applied to said one of said first and second sections and positioned such that said label is visible through said window cut out upon folding said first and second sections about said fold line.

11. A windowed mailer postcard intermediate as recited in claim 1, wherein said fold line is a line of perforation enabling said first and second sections to be separated from one another along said fold line.

12. A windowed mailer postcard intermediate as recited in claim 1, wherein one of said first and second sections is provided with a card selected from a group

including business cards, identification cards, membership cards, credit cards and combinations thereof.

13. A windowed postcard for mailing negotiable instruments, comprising;
a substantially quadrate sheet of material capable of receiving printing, said sheet having first and second faces, first and second sides and first and second end edges and said sheet having a fold line dividing said sheet into first and second panels;

each of said first and second panels having a line of weakness disposed inwardly from said end edge and running parallel to said edge so as to define a major and minor area of said panels and one of said minor areas containing postal indicia on one of said first and second faces and adhesive on another of said minor areas of said first and second panels;

a window cutout is provided in said first panel and is sized and configured so as to be able to display address information when said first panel is folded over said second panel such that said cutout overlies said address information, said window cutout is disposed at least substantially in said major area of said first panel; and

a negotiable instrument provided on one of said first and second panels in said major area, said negotiable instrument containing indicia enabling redemption by a recipient.

14. A windowed postcard for mailing negotiable instruments as recited in claim 13, wherein a removable label is provided on said second panel and is disposed in said major area of said second panel and contains address information viewable through said window cutout when said first and second panels are folded about a fold line.

15. A windowed postcard for mailing negotiable instruments as recited in claim 13, wherein said indicia is MICR encoding.

16. A windowed postcard for mailing negotiable instruments as recited in claim 13, wherein said indicia is a barcode.

17. A windowed postcard for mailing negotiable instruments as recited in claim 13, wherein said adhesive is provided in a pattern.

18. A windowed postcard for mailing negotiable instruments as recited in claim 13, wherein one of said first and second panels is provided with a card selected from a group including business cards, identification cards, membership cards, credit cards and combinations thereof.

19. A method of using a windowed postcard, comprising the steps of;
providing a substantially quadrate sheet of material having first and second faces and first and second panels and a windowed cutout provided in said first panel, said first and second panels having major and minor areas;
imprinting address information on a portion of said second panel on said first face substantially within said major area;
imaging recipient interaction indicia on said second panel on said first face substantially within said major area;
folding said sheet about a fold line such that said address information is visible through said window cutout to form an outgoing postcard mailer;
sending said postcard mailer to a pre-determined recipient;
receiving at least a portion of said panel with said recipient interaction indicia;
and
recording said recipient interaction indicia.

20. A method of using a windowed postcard as recited in claim 19, wherein said recipient interaction indicia is selected from a group including checks, coupons, surveys, expressions of interests, response cards and combinations thereof.

21. A method of using a windowed postcard as recited in claim 19, including a further step of applying a removable label to said second panel to receive address information prior to the step of imaging address information.

22. A method of using a windowed postcard as recited in claim 19, wherein the step of recording said recipient interaction indicia includes redemption.

23. A method of using a windowed postcard as recited in claim 19, wherein the second face is provided with advertising or marketing indicia.

24. A method of using a windowed postcard as recited in claim 19, wherein the step of imaging the recipient interaction data occurs prior to the step of imprinting the address information.

25. A method of using a windowed postcard as recited in claim 19, including a further step creating a report based on the recording of the recipient interaction data after the step of recording.

26. A method of using a windowed postcard as recited in claim 19, including a further step of placing a card on one of said first and second panels.

27. A method of using a windowed postcard as recited in claim 19, including a further step of sealing the panels to one another after the step of folding the sheet material.

28. A windowed postcard for mailing cards, comprising;
a substantially quadrature sheet of material of at least a first material capable of receiving printing, said sheet having first and second faces, first and second sides and first and second end edges and said sheet having a fold line dividing said sheet into first and second panels;

each of said first and second panels having a line of weakness disposed inwardly from said end edge and running parallel to said edge so as to define a major and minor area of said panels and one of said minor areas containing postal indicia on one of said first and second faces and adhesive on another of said minor areas of said first and second panels;

a window cutout is provided in said first panel and is sized and configured so as to be able to display address information when said first panel is folded over said second panel such that said cutout overlies said address information, said window cutout is disposed at least substantially in said major area of said first panel; and

a card selected from a group including business cards, identification cards, membership cards, credit cards and combinations thereof provided on at least one of said first and second panels in said major area, said card containing indicia enabling use by a recipient.

29. A windowed postcard for mailing cards as recited in claim 28, wherein the first and second panels are formed from first and second materials distinct from one another and joined together along said fold line.

30. A windowed postcard for mailing cards as recited in claim 29, wherein the first material is cellulosic and the second material is synthetic.